

**EX-IM BANK  
CITY/STATE PROGRAM  
APPLICATION GUIDELINES**

Thank you for your interest in becoming an Ex-Im Bank City/State (C/S) Participant. Please submit the following information:

**1. Business Plan.**

- a. Summarize your organization's background and focus as it pertains to export trade, and small and medium sized business.
- b. Cite specific small business and export related programs your group currently manages. Explain how participation in the C/S Program will augment your current small business/export trade programs; ie. what do you hope to achieve by joining the program.

**2. Staffing.**

- a. A **Category A – Financial Partner** should provide the resumes of two full-time staff members that will be dedicated to the C/S Program. Both officers should have a basic understanding of finance; one can be a marketer, the other needs a strong finance background, such as a banker. A **Category B – Marketing Partner** should provide the resume of at least one full-time staff member working on export promotion.
- b. If these officers will have responsibilities other than the C/S Program, please indicate the percentage of their time that will be dedicated to the C/S Program; also, cite their other program responsibilities.

**3. Marketing Plan.**

Submit a detailed one-year marketing plan. Include the following information:

- a. Identify industries with export potential. Specify companies in each of the identified industries that you will call on.
- b. Identify banks, agencies, etc. that may have an interest-in/use-for Ex-Im Bank programs, and that you will call on.

- c. Identify seminars that you will sponsor/organize, and specify at which of these you may wish to have an Ex-Im Bank speaker.
- d. Specify goals and objectives by which you will judge the success of the partnership.
  - 1) How many Ex-Im Bank transactions do you anticipate concluding during your first year in the program; Working Capital Guarantees, Medium- & Long-term, Insurance?
  - 2) How are you going to achieve your first year's goals; ie. what is your marketing strategy? Also indicate how you plan on getting the Banks to support you and your clients. Include a time-line.
- e. If applicable, address how you envision your role with the Export Assistance Center in your state.

Upon successful completion of the written application process, the designated C/S representatives are required to attend a 3 ½ day training program and Advanced City/State Training for 3 days in October.

For additional City/State Program information, contact Augustine A. Grace at (202) 565-3910.